

# Paramount In Its Class

**T**HE BRISCOE stands alone in the class of cars selling for around a thousand dollars. In power—in looks—in economy of upkeep—in easy riding qualities—it outstrips them all. The price is a happy after-thought.

Decide these points for yourself—put it through any tests you want to—above all—**BE SURE AND SEE THE BRISCOE BEFORE CHOOSING YOUR CAR!**

Phone Main 4364—tell us your name and say, "Interested in the Briscoe"—we'll do the rest.

## Herff Motor Corporation

Direct Factory Distributors for Six Southern States.

**MEMPHIS**

288 Monroe Ave. Phone Main 4364.

# BRISCOE